

WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222 Billing: (407)389-7661

10/01/12 - 10/15/12 962128-1 10/21/12 October 2012 Account Executive

Invoice Month

Station Fran Berg Sales Office Sales Region

Invoice Period

WESH

Invoice #

Eagle-Washingt National

Advertiser Obama/D/President

Product SKED A

Invoice Date

Estimate Number

Alt Order #

Flight Dates 10/10/12 - 10/15/12

962128 07910934 Billing Type Deal #

2002

Special Handling

Billing Calendar

Broadcast

IDB# Advertiser Code | Product Code 9912856 95 101

Cash

Order#

Agency Ref Advertiser Ref

Billing Address:

www.wesh.com

GMMB Attention: Accounts Payable 3050 K St, NW Washington, DC 20007

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

					Spots/				
Line Start Date End Date Des	scription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
1 10/10/12 10/12/12 M-F Class of Time - Pre-emptible w	Sunrise @6AM vith notice	6:00-7:00 AM	WTF	:30	2	\$850.00	NM		
Weeks: <u>Start Date</u> <u>End 1</u> 10/08/12 10/14		Spots/Week 2	<u>Rate</u> \$850.00						
Spots: # Ch Day Air Date	Air Time Descri		Start/End Time		h Ad-ID			Rate	
1 WESHW 10/10/12	6:42 AM M-F S		6:00-7:00 AM		0 OFA12G1			\$850.00	
2 WESHTh 10/11/12	6:53 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	0 OFA12G1	45н		\$850.00	NM
2 10/15/12 10/15/12 M-F Class of Time - Pre-emptible w	Sunrise @6AM vith notice	6:00-7:00 AM	M	:30	1	\$1,000.00	NM	10.	
Weeks: <u>Start Date</u> <u>End</u> 10/15/12 10/2		Spots/Week 1	<u>Rate</u> \$1,000.00	-				-	
Spots: # Ch Day Air Date	Air Time Descri	iption	Start/End Time	Lengt	h Ad-ID		1.2-1-1941	Rate	Type
1 WESHM 10/15/12	6:12 AM M-F S	unrise @6AM	6:00-7:00 AM	:3	0 OFA12P1	43н		\$1,000.00	NM
3 10/10/12 10/12/12 NB Class of Time - Pre-emptible w	C Today Show vith notice	7:00-9:00 AM	WTF	:30	3	\$1,300.00	NM	- In the second spile	
Weeks: <u>Start Date</u> <u>End</u> 10/08/12 10/14		Spots/Week 3	<u>Rate</u> \$1,300.00						
Spots: # Ch Day Air Date	Air Time Descr	iption	Start/End Time	Leng	th Ad-ID			Rate	
3 WESHW 10/10/12	8:43 AM NBC	•	7:00-9:00 AM		0 OFA12P1			\$1,300.00	
2 WESHTh 10/11/12	7:23 AM NBC	•	7:00-9:00 AM		0 OFA12P1			\$1,300.00	
1 WESHF 10/12/12	8:59 AM NBC	Today Show	7:00-9:00 AM	:3	0 OFA12P1	43H		\$1,300.00	NM
4 10/10/12 10/12/12 *Ea Class of Time - Pre-emptible v	arly Sunrise @4:30/	AM 430a-5am	WTF	:30	3	\$75.00	NM		
Weeks: <u>Start Date</u> <u>End</u> 10/08/12 10/14		Spots/Week 3	<u>Rate</u> \$75.00						
Spots: # Ch Day Air Date	Air Time Descr	ription	Start/End Time	Leng	th Ad-ID			Rate	<u>Type</u>
1 WESHW 10/10/12	4:51 AM *Early	Sunrise @4:30AM	430a-5am	::	30 OFA12P1	43н		\$75.00	NM
2 WESHTh 10/11/12		Sunrise @4:30AM	430a-5am		30 OFA12P1			\$75.00	
3 WESHF 10/12/12	4:43 AM *Early	Sunrise @4:30AM	430a-5am	:	30 OFA12G1	.45н		\$75.00	NM
5 10/15/12 10/15/12 *Ea Class of Time - Pre-emptible v	arly Sunrise @4:30/ with notice	AM 430a-5am	M	:30	1	\$125.00	NM		
	Date MTWTFSS	Spots/Week	Rate						
	1/12 M		\$125.00		u. A.LID			Dete	T
Spots: # Ch Day Air Date	Air Time Descri		Start/End Time 430a-5am		<u>th Ad-ID</u> 30 OFA12G1	45 u		<u>Rate</u> \$125.00	<u>Type</u> NM
1 WESHM 10/15/12	4:57 AIVI "Early	/ Sunrise @4:30AM	430a-5am		OU OFAIZGI	.TJN		⊅125.UC	ININ



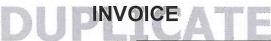


WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
962128-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A	2002

www.we	sh com										
								Spots/			
ine S	Start Date	End Dat	e Desc	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	10/14/12 Class of Tim	10/14/12 ne - Imme	2 Sun s diately Pre	5-6a -emptible without	Sun 5-6a notice	S	:30	1 to 1	\$50.00	NM	
V		Start Dat 10/08/12	e End Da 10/14/		Spots/Week 1	<u>Rate</u> \$50.00				,	
S	Spots: <u>#</u> Ch 1 WE	<u>Day</u> SHSu	Air <u>Date</u> 10/14/12	Air Time Descri 5:22 AM Sun 5-		Start/End Time Sun 5-6a		<u>h Ad-ID</u> 0 OFA12P143H	1 2	-	<u>Rate</u> <u>Type</u> \$50.00 NM
	10/14/12 Class of Tim	10/14/12 ne - Pre-e	2 Sun S	Sunrise@6-8 AM h notice	6:00-8:00 AM	S	:30	1	\$250.00	NM	
V		Start Dat 10/08/12	e End Da 10/14/		Spots/Week 1	<u>Rate</u> \$250.00	:: =		_ 0 - 7		
S	Spots: # Ch		Air Date	Air Time Descri		Start/End Time		h Ad-ID			Rate Type
	1 WE	SHSu	10/14/12	7:21 AM Sun S	unrise@6-8 AM	6:00-8:00 AM	:3	0 OFA12P143H			\$250.00 NN
	10/10/12 Class of Tin	10/12/1: ne - Pre-e			AN9:00-10:00 AM	WTF	:30	2	\$800.00	NM	
V	Weeks:	Start Dat 10/08/12			Spots/Week 2	<u>Rate</u> \$800.00					
S	Spots: # Ch		Air Date	Air Time Descri		Start/End Time		th Ad-ID			Rate Type
			10/10/12 10/11/12		and Michael 9-10 AM and Michael 9-10 AM	9:00-10:00 AM		30 OFA12G145H 30 OFA12G145H			\$800.00 NN
	Z VVE				3000 300 1000 1000 1000 1000 1000 1000	9:00-10:00 AM					\$800.00 N
	10/10/12 Class of Tin		mptible wit		10AM-11AM	WTF	:30	2	\$700.00	NM	oleman and a second
V	Neeks:	Start Dat 10/08/12			Spots/Week 2	<u>Rate</u> \$700.00					
5	Spots: # Ch	Day	Air Date	Air Time Descri	1500	Start/End Time	Leng	th Ad-ID			Rate Typ
	1 WE		10/11/12	NBC 7	Today Show II	10AM-11AM	:0	00			\$700.00 N
	2 WE	Credi: SHF	10/12/12	10:51 AM NBC 1	Гoday Show II	10AM-11AM	:3	30 OFA12G145H			\$700.00 NI
	10/15/12 Class of Tin	10/15/1 ne - Pre-e		Today Show II	10AM-11AM	M	:30	1	\$800.00	NM	
٧	Weeks:	Start Dat 10/15/12	e End D 10/21/		Spots/Week 1	<u>Rate</u> \$800.00	-		-	=	
5	Spots: # Ch		Air Date	Air Time Descr	iption	Start/End Time	Leng	th Ad-ID			Rate Typ
	1 WE	SHM	10/15/12	10:51 AM NBC 7	Today Show II	10AM-11AM	::	30 OFA12G145H			\$800.00 NI
	10/10/12 Class of Tin	10/12/1 ne - Pre-e	2 M-F emptible wit	NOON NEWS 12- th notice	-12:12:00-12:30 PM	WTF	:30	3	\$500.00	NM	
V	Weeks:		e End D 10/14/	<u>ate</u> <u>MTWTFSS</u> 12WTF	Spots/Week 3	<u>Rate</u> \$500.00					ш
5	Spots: # Ch			Air Time Descr		Start/End Time	Leng	th Ad-ID			Rate Typ
					IOON NEWS 12-12:30	12:00-12:30 PM		30 OFA12P143H			\$500.00 N
			10/11/12 10/12/12		IOON NEWS 12-12:30 IOON NEWS 12-12:30	12:00-12:30 PN 12:00-12:30 PN		30 OFA12P143H 30 OFA12P143H			\$500.00 N \$500.00 N
12					-12:12:00-12:30 PM					KINA	\$500.00 N
	10/15/12 Class of Tir		mptible wi	th notice		M	:30	1	\$450.00	NM	
	Weeks:	10/15/12		/12 M	Spots/Week 1	<u>Rate</u> \$450.00					
	Spots: <u>#</u> Ch 1 WE		Air Date 10/15/12	Air Time Descr 11:59 AM M-F N	iption IOON NEWS 12-12:30	Start/End Time 12:00-12:30 PM		<u>th</u> <u>Ad-ID</u> 30 OFA12P143H	ĺ		<u>Rate</u> <u>Typ</u> \$450.00 N
	10/10/12 Class of Tir	10/12/1		3-4 PM	3:00-4:00 PM	WTF	:30	2	\$650.00	NM	
	Weeks:	Start Da	te End D	ate MTWTFSS	Spots/Week	Rate					
9	Spots: # Ch	10/08/12 Dav	10/14/ <u>Air Date</u>	/12WTF Air Time Descr	2 ription	\$650.00 Start/End Time	Lenc	th Ad-ID			Rate Typ
`	. –		10/10/12	3:40 PM M-F 3		3:00-4:00 PM		30 OFA12G145H	ı		\$650.00 NI





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 962128-1 | 10/21/12 | October 2012 | 10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A	2002

ww.w	esh.com										
								Spots/			
ne	Start Date	End Date	Descr	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
13	10/10/12 Class of Tim			s-4 PM n notice	3:00-4:00 PM	WTF	:30	2	\$650.00	NM	
	Spots: # Ch 2 WE	Day Air SHTh 10/		Air Time Descri		Start/End Time 3:00-4:00 PM		<u>h</u> <u>Ad-ID</u> 0 OFA12G14	5н		Rate Type \$650.00 NM
14	10/15/12 Class of Tim	10/15/12 ne - Pre-emp		8-4 PM	3:00-4:00 PM	M	:30	1	\$700.00	NM	
		Start Date 10/15/12	End Da		Spots/Week 1	<u>Rate</u> \$700.00					
II X	Spots: # Ch		Date	Air Time Descri		Start/End Time 3:00-4:00 PM		<u>h Ad-ID</u> 0 0FA12G14	5н		<u>Rate Type</u> \$700.00 NM
15	10/10/12 Class of Tim	10/12/12 ne - Pre-emp		I-5 PM NEWS	M-F 4-5 PM	WTF	:30	3	\$800.00	NM	
	Weeks: Spots: <u>#</u> Ch	Start Date 10/08/12	End Da 10/14/1 Date	ate <u>MTWTFSS</u> 12WTF <u>Air Time</u> Descri		Rate \$800.00 Start/End Time		th Ad-ID	211		Rate Type
		SHTh 10/		4:13 PM M-F 4- 4:43 PM M-F 4- 4:30 PM M-F 4-	-5 PM NEWS	M-F 4-5 PM M-F 4-5 PM M-F 4-5 PM	:3	30 OFA12P14 30 OFA12P14 30 OFA12P14	3н		\$800.00 NI \$800.00 NI \$800.00 NI
16	10/15/12 Class of Tin	10/15/12 ne - Pre-emp		I-5 PM NEWS h notice	M-F 4-5 PM	M	:30	1	\$800.00	NM	
	Spots: # Ch	<u>Start Date</u> 10/15/12 <u>Day Air</u> SHM 10/	10/21/1 Date			<u>Rate</u> \$800.00 <u>Start/End Time</u> M-F 4-5 PM		<u>th Ad-ID</u> 30 0FA12P14	3н		<u>Rate</u> <u>Tyr</u> \$800.00 N
17	10/10/12 Class of Tin	10/12/12 ne - Pre-emp		5-6 PM ROT h notice	5:00-6:00 PM	WTF	:30	2	\$1,000.00	NM	100000000000000000000000000000000000000
		Start Date 10/08/12	10/14/1	12WTF	Spots/Week 2	Rate \$1,000.00	Company of the Compan		- The same of the		
		<u>Day Air</u> SHW 10, SHTh 10,	/10/12	Air Time Descr 5:27 PM M-F 5 5:48 PM M-F 5	-6 PM ROT	Start/End Time 5:00-6:00 PM 5:00-6:00 PM	::	<u>th Ad-ID</u> 30 OFA12G14 30 OFA12G14			Rate Typ \$1,000.00 N \$1,000.00 N
18	10/10/12	10/12/12	M-F 6	6-6:30 PM	M-F 6-6:30 PM	WTF	:30	2	\$1,400.00	NM	ψ1,000.00 14
	Weeks:	ne - Pre-emp Start Date 10/08/12		ate MTWTFSS	Spots/Week 2	Rate \$1,400.00					
	1 WE	<u>Day</u> <u>Air</u> SHW 10	Date	Air Time Descr 6:27 PM M-F 6 6:12 PM M-F 6	iption -6:30 PM	Start/End Time M-F 6-6:30 PM M-F 6-6:30 PM	::	<u>th Ad-ID</u> 30 OFA12P14 30 OFA12G14			Rate Typ \$1,400.00 N \$1,400.00 N
19	10/15/12	10/15/12	M-F 6	6-6:30 PM	M-F 6-6:30 PM	M	:30	1	\$1,500.00	NM	ψ1,100.00 I
	Weeks:	ne - Pre-emp Start Date 10/15/12		ate MTWTFSS	Spots/Week 1	<u>Rate</u> \$1,500.00	8				20 February
	Spots: <u>#</u> Ch 1 WE	Day Air	12 12 12 14 14 14 14 14	Air Time Descr 6:22 PM M-F 6	<u>iption</u>	Start/End Time M-F 6-6:30 PM		<u>th Ad-ID</u> 30 OFA12G14	45н		<u>Rate</u> <u>Tyr</u> \$1,500.00 N
20	10/13/12 Class of Tin	10/13/12 ne - Pre-em	SA/S	U 6-6:30 PM h notice	SA/SU 5:58-6:30 F	'IS-	:30	1	\$1,200.00	NM	
	Weeks:	Start Date 10/08/12		ate MTWTFSS	Spots/Week 1	Rate \$1,200.00					1 :
	Spots: # Ch 1 WE		Date 1/13/12	Air Time Descr		Start/End Time SA/SU 5:58-6:3		ith Ad-ID 00			<u>Rate</u> <u>Tyr</u> \$1,200.00 N
21	10/14/12	10/14/12 ne - Pre-em		U 6-6:30 PM	SA/SU 5:58-6:30 F	iS	:30	1	\$1,200.00	NM	



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 Invoice # Invoice Date Invoice Month Invoice Period 962128-1 10/21/12 October 2012 10/01/12 - 10/15/12

<u>Advertiser</u>	Product	Estimate Number
Obama/D/President	SKED A	2002

/ww.wes	sn.com							Spots/			
ine S	Start Date	End Date	Descri	ption	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	/eeks:	Start Date 10/08/12 Day Ai	End Dat 10/14/12		Spots/Week 1	Rate \$1,200.00 Start/End Time	Lengt	th Ad-ID	Latinetic term in a cult the big time.	TA AS	Rate Type
	_	SHSu 10		6:27 PM SA/SU		SA/SU 5:58-6:30		0 0FA12G1	45H		\$1,200.00 NM
	0/10/12 Class of Tin	10/12/12 ne - Pre-em	M-F E	ntertainment Ton notice	igt7:00-730 PM	WTF	:30	2	\$1,700.00	NM	
W	leeks:	Start Date 10/08/12	End Dat 10/14/12		Spots/Week 2	<u>Rate</u> \$1,700.00					
Sp	pots: # Ch		r Date	Air Time Descrip		Start/End Time		th Ad-ID			Rate Type
		SHW 10 SHTh 10	/10/12		ntertainment Tonight	7:00-730 PM 7:00-730 PM		80 OFA12G1 80 OFA12P1			\$1,700.00 NM
00.4											\$1,700.00 NM
С		10/13/12 ne - Pre-em	ptible with		11-1135p	WTFS-	:30	2	\$1,500.00	NM	-
W	leeks:	Start Date 10/08/12	End Dat 10/14/1:		Spots/Week 2	<u>Rate</u> \$1,500.00					
S	pots: # Ch		The second secon	Air Time Descrip	The second of	Start/End Time		th Ad-ID	15		Rate Type
		SHW 10		11:27 PM M-Su N 11:29 PM M-Su N	_	11-1135p 11-1135p		30 OFA12P1 30 OFA12G1			\$1,500.00 NM \$1,500.00 NM
	0/10/12	10/12/12	NBC 1	onight Show	11:35P-12:35XM	WTF	:30	2	\$850.00	NM	ψ1,000.00 14101
	Class of Tin /eeks:	ne - Pre-em Start Date			Spots/Week	Rate					
		10/08/12	10/14/1		2	\$850.00					
S	pots: # Ch			Air Time Descri 12:12 AM NBC T		Start/End Time 11:35P-12:35XM		<u>th Ad-ID</u> 30 0FA12G1	/5u		<u>Rate Type</u> \$850.00 NM
		SHTh 10		12:32 AM NBC T	•	11:35P-12:35XM		30 OFA1201			\$850.00 NM
	0/15/12 Class of Tin	10/15/12 ne - Pre-em	Mon N	IBC Prime VOIC	E Prime Other	M	:30	1	\$8,000.00	NM	
	leeks:	Start Date 10/15/12		te MTWTFSS	Spots/Week 1	<u>Rate</u> \$8,000.00			g = 1>g sa1 - K	- 144	
S	pots: # Ch			Air Time Descri		Start/End Time	Leng	th Ad-ID			Rate Type
=	1 WE	SHM 10)/15/12	8:28 PM Mon N	BC Prime VOICE	Prime Other	:	30 OFA12P1	.43н		\$8,000.00 NM
	0/15/12 Class of Tir	10/15/12 ne - Pre-em	NBC F ptible with	Prime REVOLUT notice	IOl10:00-11:00 PM	M	:30	1	\$10,000.00	NM	
W	leeks:	Start Date 10/15/12	End Da 10/21/1		Spots/Week 1	<u>Rate</u> \$10,000.00	_1000_1180_118	100			
S	pots: # Ch			Air Time Descri	A	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WE	SHM 10)/15/12	10:36 PM NBC F	Prime REVOLUTION	10:00-11:00 PM	:	30 OFA12G1	L45н		\$10,000.00 NM
	0/14/12 Class of Tir	10/14/12 ne - Pre-em			8:00PM-conclusio	nS	:30	1	\$15,000.00	NM	
W	Veeks:	Start Date 10/08/12	End Da 10/14/1		Spots/Week 1	<u>Rate</u> \$15,000.00					
S	pots: # Ch			Air Time Descri	ption	Start/End Time		th Ad-ID			Rate Type
	1 WE	SHSu 10 LR - Fo		11:42 PM NFL		8:00PM-conclusi	ion :	30 OFA12P1	L43н 		\$15,000.00 NM
	10/15/12 Class of Tir	10/15/12 ne - Pre-em		News @ 11PM notice	11-1135p	M	:30	1	\$1,600.00	NM	
V	Veeks:	Start Date 10/15/12	End Da 10/21/1		Spots/Week 1	<u>Rate</u> \$1,600.00					
S	pots: # Ch	Day Ai	ir Date	Air Time Descri		Start/End Time		th Ad-ID			Rate Type
	1 WE	ESHM 10	0/15/12	11:29 PM M-Su	News @ 11PM	11-1135p	•	30 OFA12P	143н		\$1,600.00 NM
	10/14/12 Class of Tir	10/14/12 ne - Pre-em	Sun 5 ptible with		Sun 5-6a	S	:30	1	\$100.00	NM	
V	Veeks:	Start Date	End Da	te MTWTFSS	Spots/Week	Rate					





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

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962128-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A	2002

www.wesh.com

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Line	Start Date	End Date	Description	Start/End Time	e MTWTFSS	Length Weel	k Rate	Туре	
29	10/14/12 Class of Tin		Sun 5-6a tible with notice	Sun 5-6a	S	:30	1 \$100.00	NM	
	Spots: # Ch	10/08/12 Day Air	10/14/12: Date Air Time Des		\$100.00 Start/End Tim	ne Length Ad-II	n		Rate Type
			14/12 5:59 AM Sur		Sun 5-6a	:30 OFA1	_		\$100.00 NM
30) 10/12/12 Class of Tin	10/12/12 ne - Pre-emp	KATIE COURIC DA	Y 2-3PM	F	:30	1 \$400.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFS: 10/14/12F-		<u>Rate</u> \$400.00				
	Spots: # Ch 1 WE		Date Air Time Des 12/12 2:45 PM KA	SCRIPTION FIE COURIC DAY	Start/End Tim 2-3PM	ne <u>Length Ad-I</u> :30 OFAI	_		<u>Rate Type</u> \$400.00 NM
3′	1 10/14/12 Class of Tir	10/14/12 me - Immedia	CHRIS MATTHEWS	S WKICHRIS MATT	HEW:s	:30	2 \$350.00	NM	
	Weeks:	Start Date 10/08/12	End Date MTWTFS		<u>Rate</u> 2 \$350.00				
	Spots: # Ch		Date Air Time Des	scription	Start/End Tim		- 10		Rate Type
			14/12 10:20 AM CH	RIS MATTHEWS W	KND EM CHRIS MATT				\$350.00 NM
	1 WE	ESHSu 10/	14/12 10:29 AM CH	RIS MATTHEWS W	KND EM CHRIS MATT	THEW: :30 OFA	L2P143H		\$350.00 NM

Total Spots

47

Payment Terms 30 Days

Gross Total

\$68,900.00

Agency Commission

\$10,335.00

Net Amount Due

\$58,565.00